

Exhibitor & Sponsor Prospectus

20th Annual GIS/CAMA Technologies Conference



February 22-25, 2016
Savannah, Georgia



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The International Association of Assessing Officers (IAAO) and the Urban and Regional Information Systems Association (URISA) are pleased to announce the milestone 20th GIS/CAMA Technologies Conference, to be held February 22-25, 2016 in the 'birthplace' of the conference Savannah, Georgia.

This educational program attracts these professionals:

- Assessors and Land Records Professionals who want to implement, improve or expand their use of information technology.
- Managers of specific appraisal and assessment functions and land records technologies who are looking for new and improved IT applications.
- GIS and IT professionals who work with assessment and land records departments.

Who should exhibit? If your company has a technology product or service that can be used by the assessment community, you should exhibit at this conference! Attendees want to meet with vendors who can offer them the products and services to make their appraisal process an effective, efficient and productive undertaking.

In recent years, the exhibit hall has sold out... don't delay!

Conference Site: The conference will take place at the **Hyatt Regency Savannah**. The group rate for conference attendees is \$169 single/double with complimentary in-room Internet access.



The conference program includes Preconference Workshops, Keynotes and Concurrent Breakout Sessions.

The preliminary exhibit schedule follows:

Monday, February 22, 2016

- Exhibitor Installation: 12:00 Noon - 4:00 PM
- Opening Reception in Exhibit Hall: 5:00-7:00 PM

Tuesday, February 23, 2016

- Exhibit Hours: 10:00 AM - 3:30 PM
- Hosted Lunch & Spark Session: 12:00 Noon – 1:30 PM
Your opportunity to connect with all attendees on the main conference stage during the hosted luncheon! You will have 60 seconds to highlight your organization and 'Spark' the interest of the attendees to stop by your booth and learn more about your solutions.
- Optional Evening Social Activities

Wednesday, February 24, 2016

- Exhibit Hours: 10:00 AM - 4:00 PM
- Luncheon Educational Sessions – opportunities limited.
- Exhibit Dismantling: 4:00-6:00 PM
- Conference Social Event

*(Note that the conference continues until 12:00 Noon on Thursday, February 25.
There are no exhibit hours on Thursday.)*

Exhibit Information & Fees

Cost per 8' x 10' booth space: \$1,995 (if reserved by November 1, 2015); \$2,195 beginning November 2, 2016

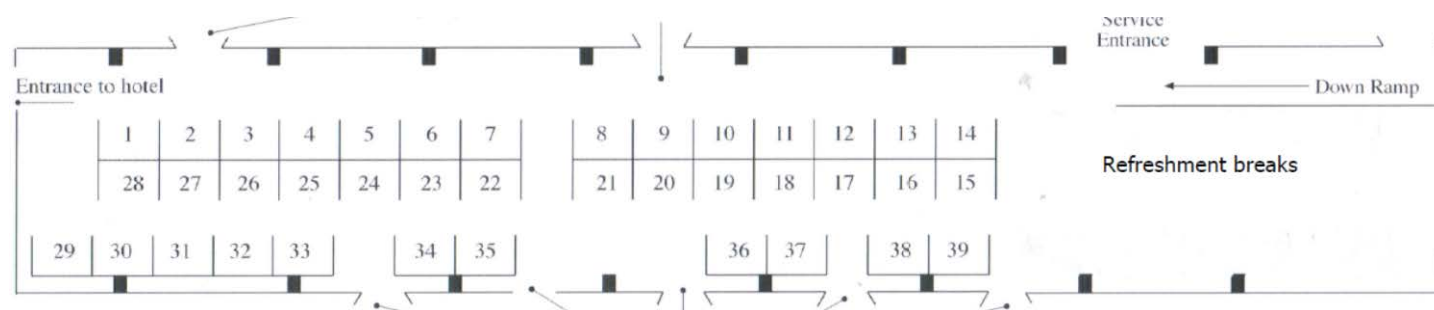
Exhibit fee includes:

- One 8' x 10' booth
- Two full conference registrations for each booth purchased
- Opportunity to introduce your organization to the entire conference during the Spark Session on Tuesday during the hosted lunch.
- Digital pre- and post-conference files of registrants

Cancellation Policy: A \$150 fee per booth will be assessed on all cancellations received on or before January 11, 2016. No refunds will be processed for cancellations received after January 11, 2016.

- *URISA will coordinate staff registrations, payments, sponsorships and promotion opportunities with exhibitors.*
- *Blue Chip Expo has been selected as the Show Decorator and will communicate with exhibitors regarding shipping, booth furnishings, etc. Electrical power and internet is not included in booth fee and will be available for an additional charge (forms included with decorator service kit).*

FLOOR PLAN



Sponsorship Opportunities: In addition to promoting your company by exhibiting at GIS & CAMA 2016, take advantage of one or more sponsorship opportunities to ensure that your company's name is remembered long after the conference is over. There are a variety of sponsorships available, in different price ranges. Consider co-sponsoring with your business partners.

If you have other ideas to propose, or wish to discuss any of the listed opportunities, please contact [Pat Francis](#) or [Wendy Nelson](#) at 847/824-6300.

	Logo on bags & lanyards	Literature in bags	Conference Address	Event Sponsorship	Recognition
Platinum Sponsor - \$7,000	X	X	During opening session		Comprehensive
Gold Sponsor - \$5,000		X		Conference Luncheon	Ample
Silver Sponsor - \$4,000		X		Recharging Station	Ample
Bronze Sponsor - \$3,000		X		Networking Reception	Ample

Individual Sponsorship Packages

- **Bag Inserts** — \$1,000 each *A limited number of sponsors may provide one piece of literature to be inserted in each attendee bag.*
- **Refreshment Breaks** — \$1,000 each (four available) *Conference attendees appreciate the morning coffee breaks and afternoon dessert breaks during the conference.*
- **Badge Stickers** — \$500 (one opportunity) *Conference attendees know that at least 50% of the time their name badges get flipped around. Take advantage of this conference phenomenon by having your company's logo prominently displayed on the back of all name badges. Provide the stickers (approximately 2" x 2") and we'll do the work.*
- **Workshop Beverage Breaks** — \$500 each (two available)
- **Wednesday Evening Social Event** — \$5,000 for sole sponsor (can be co-sponsored) *If you are going to sponsor a party, the GIS & CAMA Conference is the place to do it!*

Wednesday Vendor Educational Sessions — \$500 plus audio/visual and lunch costs

Design your own educational product-based sessions or discuss developments in the field or the technology of products. There will be no other programming competing with these sessions. Consider co-sponsoring a session with a vendor partner. Don't pass up this limited and unique opportunity! If you wish to participate, provide a brief description of your session for inclusion in the Program. Companies that sponsor vendor educational sessions will make their own arrangements for audio/visual set-ups and any food and beverage needs (attendees will expect lunch to be served). First-come, first-served!

Advertising Opportunities

Onsite Conference Program — Insertion orders and artwork **due by January 11, 2016.**

- 4-color/Full page: Outside back cover \$2,500; Inside front/back cover \$2,000
- 4-color/Half page/back cover \$1,500
- Black & White/Grayscale: Full page \$1,000; Half page \$500; One-sixth page \$150

To Reserve Booth Space & Sponsorship Opportunities:

- Complete the accompanying Exhibit Space & Sponsorship Form and return it with payment to URISA Headquarters.

EXHIBIT SPACE & SPONSORSHIP FORM
20th Annual GIS/CAMA Technologies Conference
February 22-25, 2016 • Savannah, Georgia

Company Information

Company Name: _____

Complete Address: _____

URL: _____

Contact Person: _____

Title: _____

Phone: _____

Fax: _____

E-mail: _____

Date: _____

Booth Fee

Price per standard 8X10' linear booth: **\$1,995 if paid by November 1, 2015; \$2,195 beginning November 2, 2015.**

Note: A single company may occupy an exhibit booth. Sharing of booth space is not permitted. Exhibitors agree to observe the **regulations on the next page**, which are hereby acknowledged to be a part of this application and contract.

Booth Selection

Please select three (3) scattered locations. Refer to the exhibit hall floor plan and record your first three choices:

1st: _____ 2nd: _____ 3rd: _____

Total number of booth space(s) _____

Cost per booth space: \$1,995 (by 11/1/2015)
 \$2,195 (beginning 11/2/2015)

Total cost of booth space(s) \$ _____

☐ I have read and will abide by the Exhibitor Regulations on the next page.

Sponsorship Opportunities (check for availability)

- ☐ Platinum \$7,000 ☐ Silver \$4,000
☐ Gold \$5,000 ☐ Bronze \$3,000

Wednesday Social Event:

- ☐ Full Sponsor \$5,000
☐ Co-Sponsor \$ _____
☐ Conference Tote Bag Literature \$1,000 each
☐ Refreshment Break Sponsor \$1,000 each (4 available)
☐ Workshop Break Sponsor \$500 each (2 available)
☐ Badge Stickers \$500

Advertising Opportunities – Onsite Program

Insertion orders and artwork due by January 11, 2016

4-color/Full page: ☐ Outside back cover \$2,500
 ☐ Inside front/back cover \$2,000

4-color/Half page/back cover: ☐ \$1,500

Black & White/Grayscale: ☐ Full page \$1,000
 ☐ Half page \$500 ☐ One-sixth page \$150

Vendor Educational Sessions

- Lunch, Wednesday, February 24 ☐ \$500

Call to check availability. A/V and food/beverage costs not included.

Payment

Return this form with full payment for the requested exhibit space and sponsorship opportunities. All payments must be made in U.S. funds drawn on U.S. banks, **payable to "GIS/CAMA Conference"**. Checks not drawn on U.S. banks will incur processing and handling fees.

Total exhibit fees due	\$ _____
Total sponsorship fees due	\$ _____
Total advertising fees due	\$ _____
Total vendor session(s) fees due	\$ _____
Total due	\$ _____

Method of Payment

☐ Check (made payable to "GIS/CAMA Conference")

☐ Visa ☐ MasterCard ☐ American Express

Card Number _____

Expiration Date _____

Signature _____

Return to:

By Fax (847) 824-6363
By Mail: GIS / CAMA Conference
c/o URISA
701 Lee Street, Suite 680
Des Plaines, IL 60016
Questions? (847) 824-6300

For accounting use only:

Amount Paid: \$ _____ Date: _____

Check #: _____ LB# _____

EXHIBIT REGULATIONS

Contractor Services. Blue Chip Expo been selected as the official contractor to provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the Exhibitor Service Manual to be forwarded from the official contractor. An exhibitors' service desk will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will the Integrating GIS & CAMA Conference, IAAO, URISA or the Hyatt Regency Savannah assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to the official contractor as specified in the Exhibitor Service Manual. Should any shipments not be made as specified in the Manual, it will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company. Exhibitors are responsible for the information provided in the Exhibitor Service Manual.

Arrangement of Exhibits. Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished back walls, etc. at the exhibitor's expense.

Booth Design. Each exhibitor is provided with an official Exhibitor Service Manual. The Exhibitor Service Manual describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Service Manual. In the sole opinion of Show Management, if any exhibit fails to conform to the Exhibitor Service Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities.

Subleasing of Space. Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company.

Fire, Safety and Health. The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and all necessary fire precautions must be taken by the exhibitor. No combustible material will be stored in or around exhibit booths.

Labor. Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations which are applicable may be obtained from the official contractor. Display, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Service Manual.

Sound Devices and Lighting. Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices of presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. The Integrating GIS & CAMA Conference, IAAO, URISA and the Hyatt Regency Savannah reserve the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.

Delivery and Removal During Show. Show Management reserves the right to fix the time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the Exhibitor Service Manual. Installation and teardown must follow the rules outlined in the Exhibitor Service Manual. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges for future shows.

Exhibitor Personnel. Booths should be manned by company specialists who are qualified to discuss details of their company's products or services. At least

one (1) representative must be present in the exhibitor's booth during open exhibit hours. An Advance Registration Form will be mailed to exhibiting companies. This form must be completed and returned in order to pre-register all company personnel.

Handouts and Giveaways. Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited.

Storage. The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. The GIS & CAMA Conference, IAAO, URISA and the Hyatt Regency Savannah assume no responsibility for damage or loss of packing boxes or crates.

Food and Beverage. Exhibitor distribution of food and beverages is prohibited.

Security. The GIS & CAMA Conference, IAAO and URISA provide general hall security on a 24-hour basis and make no warranty, express or implied, that the services it furnishes will avert or prevent occurrences which may result in loss or damage.

Liability. The GIS & CAMA Conference, IAAO, URISA and the Hyatt Regency Savannah will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. The GIS & CAMA Conference, IAAO, URISA and the Hyatt Regency Savannah will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations or ordinances of any governmental authority and of the contracted facility. The exhibitor will hold the GIS & CAMA Conference, IAAO, URISA and the Hyatt Regency Savannah harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the convention center or property adjacent thereto occasioned by any act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect the GIS & CAMA Conference, IAAO, URISA and the Hyatt Regency Savannah against any and all such claims or demands.

Show Management. The exhibition is organized and managed by the GIS & CAMA Conference, IAAO, and URISA. Any matters not covered in these Rules and Regulations are subject to the interpretation of the GIS & CAMA Conference Committee, IAAO and URISA Executive Directors or their designees, and all exhibitors must abide by their decisions. Exhibitors must comply with the convention center's policies and procedures.

Trademarks. The GIS & CAMA Conference, IAAO, and URISA will be held harmless for any trademark, tradename, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor.

Cancellation Policy. A \$150 fee per booth will be assessed on all cancellations received on or before January 11, 2016. No refunds for cancellations received after January 11, 2016.

Failure to Occupy Space. Space not occupied by 3:00 PM on Monday, February 22, 2016, will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

Conduct. All exhibits will be to serve the interest of conference attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The exhibit management reserves the right to request the immediate withdrawal of any exhibit the GIS & CAMA Conference, IAAO, or URISA believes to be injurious to the purpose of the GIS & CAMA Conference, IAAO or URISA. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. Cameras are not permitted in the exhibit hall. Children under the age of 18 are not permitted in the exhibit hall unless accompanied by an adult.

Solicitation of Exhibitors. No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of the GIS & CAMA Conference, IAAO and URISA.